



NEWS RELEASE

PRESS OFFICE

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SBA Targets New Jersey Small Disadvantaged Companies to Participate in One-Day Course

NEWARK, NJ---The U.S. Small Business Administration's (SBA) New Jersey District Office is teaming up with Strategic & Learning Services, Inc., of Albuquerque, NM, to conduct a unique **free** one-day training seminar for small business owners on Tuesday, April 11, 2006 at the Peter Rodino Federal Building in Newark, NJ from 8:30 a.m. to 5:00 p.m.

According to SBA New Jersey District Director James A. Kocsi, the agency is targeting companies who have been in business for at least six years and participate in SBA's 8(a) Program and HUBZone Program. The course is also open to companies operating in high unemployment or low income areas, and firms owned by low income individuals.

"This specialized training will provide a real world understanding of the crucial role that decision making, sound hiring practices and the art of deal making can play in a firm's success or failure," said Kocsi.

The training will provide an opportunity for small businesses to conduct an assessment of their business, establish baselines around critical indicators of business success, and craft an action plan. The seminar will consist of a one-day workshop, and business attendees will be eligible to receive follow-up assistance and counseling for a period of three months to improve their action plan.

Some of the topics that will be covered during the day will include:

- **Strategies for Obtaining and Managing Government Contracts;**
- **Marketing;**
- **Tips on Retaining and Managing Employees;**
- **Leveraging Relationships; and**
- **Succession Plans and Exit Strategies**

In addition, two live interactive Internet-based training sessions will be offered to small firms that are unable to participate in the face-to-face classroom settings. Small businesses should register for these sessions through their local SBA district office.

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SBA Course for Small Disadvantaged Companies – Page Two

Companies who meet the eligibility requirements for this course may register online at: <http://www.sls-7j.net>. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance of the seminar.

For additional information, contact:

Kathleen Doherty
Strategic & Learning Services, Inc.
6100 Seagull Ln., NE, B200
Albuquerque, NM 87109
(505) 823 - 2000
(866) 827 - 3500 toll free (to register by phone)
(505) 823 - 0940
<http://www.sls-7j.net>

Or contact Richard Zilg, Assistant District Director for SBA's Business Development at 973-645-2531.

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